

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
JEFFREY PAUL HADDAD	11/01/2011
RECEIVING PARTY DATA	
Name:	VIOLENT LIPS, LLC
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PROPERTY NUMBERS Total: 2	
Property Type	Number
Application Number:	13669069
Application Number:	13678127
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ATTORNEY DOCKET NUMBER:	17063-321
NAME OF SUBMITTER:	LANCE M. PRITIKIN
Signature:	/lance m. pritikin/
Date:	11/04/2013
Total Attachments: 2 source=Assignment_signed#page1.tif source=Assignment_signed#page2.tif	

OP \$80.00 13669069

ASSIGNMENT

WHEREAS, Jeffrey Paul Haddad of Beverly Hills, California (hereinafter "Assignor"), has invented a new and useful invention entitled "Lip Substrate Applicator Kit and Method" which includes subject matter for which Assignor has filed U.S. Provisional Patent Application Nos. 61/476197 on April 15, 2011 and 61/529790 on August 31, 2011 (hereinafter collectively "The Invention"); and

WHEREAS, Violent Lips, LLC, a Limited Liability Company of the State of California ("Assignee"), desires to acquire by formal, recordable assignment the entire right, title and interest in and to The Invention and any Letters Patent that might be granted for The Invention in the United States and throughout the world;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, the entire right, title and interest in and to The Invention and any Letters Patent that might be granted for The Invention in the United States and throughout the world, including, without limitation (1): the right to file foreign applications directly in the name of Assignee and to claim for any such foreign applications any priority rights to which such applications are entitled under international conventions, treaties or otherwise; and (2) all claims for damages by reason of past or future infringement thereof, with the right to sue for damages, and collect the same for its own use and benefit.

Further, Assignor agrees that, upon request and without further compensation, but at no expense to Assignor, it and its legal representatives and assigns will perform all lawful acts, including the execution of papers and the giving of testimony, that might be necessary or desirable for obtaining, sustaining, reissuing or enforcing Letters Patent in the United States and throughout the world for The Invention, and for perfecting, recording or maintaining the title of Assignee, its successors and assigns, to The Invention and any Letters Patent granted for The Invention in the United States and throughout the world.

Assignor represents and warrants that it has not granted and will not grant to others any rights inconsistent with any of the terms, conditions, or provisions of this Assignment.

Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States and of all foreign countries to issue any Letters Patent granted for The Invention, whether on the application or on any subsequently filed division, continuation, continuation-in-part or reissue application, to Assignee, its successors and assigns, as the assignee of the entire interest in the invention.

IN WITNESS WHEREOF, Assignor has executed this Assignment.

Assignor:

Date:

11/1/2011



Jeffrey Paul Haddad